

## **KLINELINE BRIDGE OUTREACH ADVISORY GROUP (OAG)**

[www.clark.wa.gov/klineline](http://www.clark.wa.gov/klineline)

**Meeting #5: September 17, 2007**

**Clark County Public Works Operation Center**

**4700 NE 78th Street, Vancouver**

**6:00-8:00 pm**

### **Summary Notes**

Before the meeting group members who wished to attend took a driving site tour of the detour and access routes with Linda Small, Jim Gladson, and Francine Raften.

#### **Detour Route Options, Map, and Impact Area Review**

- Options include a “official” singular route versus unofficial alternate routes businesses can specify to their individual locations
- The County doesn’t have an official truck route –but if designated it would be I-5
- Signage –Must be succinct, clear, simple and delivered in a snapshot instant
- Can lighting be placed along 1.5 mile stretch that is dark?
- Three main audiences and purposes for signage:
  - Mobility –For the unfamiliar commuter; official route/engineer concern
  - Local access –Locals who rely on own knowledge of the areas, neighbors, and maps
  - Business access –Merchants to direct customers
- Blue and white signs with lists of businesses –location/placement determines length of list
- Cyclists and pedestrians remedy? Can there be a pedestrian/bike crossing established?
  - Permitting issues negated foot bridge idea
  - Salmon Creek cyclist option
  - Bike lane/pedestrian on one side?
- C-TRAN and bus stops consideration
- Establish a visual marker –logo is reflective (20x36 inches) for customers/locals to follow
  - Federally mandated size issue
  - Marker with ↑, ↓, ←, →

#### **Columbian Advertising Update: Carol Doane, Larry Pederson**

- OAG subcommittee feel it is a good plan for small merchant with a variety of options
- County to provide:
  - Editorial Content

- Maps
  - Photos
- The Columbian will provide:
  - Produce/design logo/icon
  - Custom tabloid, eight page publication kick-off
  - Online package –develop and host website up to two years
  - Reaching 115,000 readers Monday through Saturday and 140,000 readers on Sunday
  - All businesses listed on website
  - Additional print piece option
  - Sales flyer and one mailing – which could include the partnership letter from County/OAG/Columbian
  - Logo usually costs \$160 per hour to create. Columbian is donating to the project
  - Newspaper sales ads promoting special publication/tab
    - Educates about project
    - Sells ads
- Website needs frequent updating
  - County to update information, updates with administrator access
  - Advertisers can update own profile
- Event poster
  - County sponsor on one side and business ads on the other
  - Folded and inserted in Columbian
  - Many not folded for posting
- Your week
  - Cover of direct mail piece is also running in the paper. Is on stand by to run in paper again based on space and availability
- Bonus options from The Columbian for consistent advertisers
- Advertisers could go month-to-month
- Tentative event in October 2007
- C-TRAN possible additional funding partner?
- Legacy possible additional funding partner?
- Operating deadline: November 1, 2007

### **Review and Finalize County-OAG-Columbian Introductory Letter**

- Contact with business community

- County has letter draft and will be emailing to OAG members on September 18, 2007
- The Columbian needs link to advance package and explanation
- Need to contact The Reflector as well
- Distribution
  - Hand distribute letter introducing the County, The Columbian, and OAG partnership
- Show multiple logos
  - County
  - Hazel Dell/Salmon Creek Business Association
  - Bridge icon (under development by Columbian)
- Shirt with logo (bridge icon) or name badges identifying OAG desired
- Important that business community is upfront in the letter and door to door, etcetera

### **Permitting Update**

- Washington State Department of Fish and Wildlife (WDFW) meeting in Castle Rock on September 18, 2007
  - Washington State Department of Transportation (WSDOT), NOAA, National Marine Fisheries Service (NMFS), etcetera
- New assistance for the County –Ken Bates—very helpful to process
- Out of August 15, 2007, meeting: NOAA responsive to Ken Bates' involvement
- 2001 Seattle project –Cedar Creek
  - 450 feet in length –proven approach to similar situation
- Appeal process still ongoing
- If WDFW agrees—County can go to bid
- If hearing date is scheduled –OAG participation needed
- Salmon Creek Watershed Council wants to do restoration project in conjunction with the bridge

### **Theme/Messaging**

- “Bridging the Gap”

**Next Meeting: Monday, October 15, 2007, 6:00-8:00 p.m.**